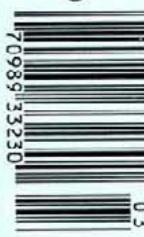


"STAYIN' ALIVE" \* "NEWHART" \* DON MARTIN \* SPY VS. SPY  
AND A HAPPY NEW YEAR FROM

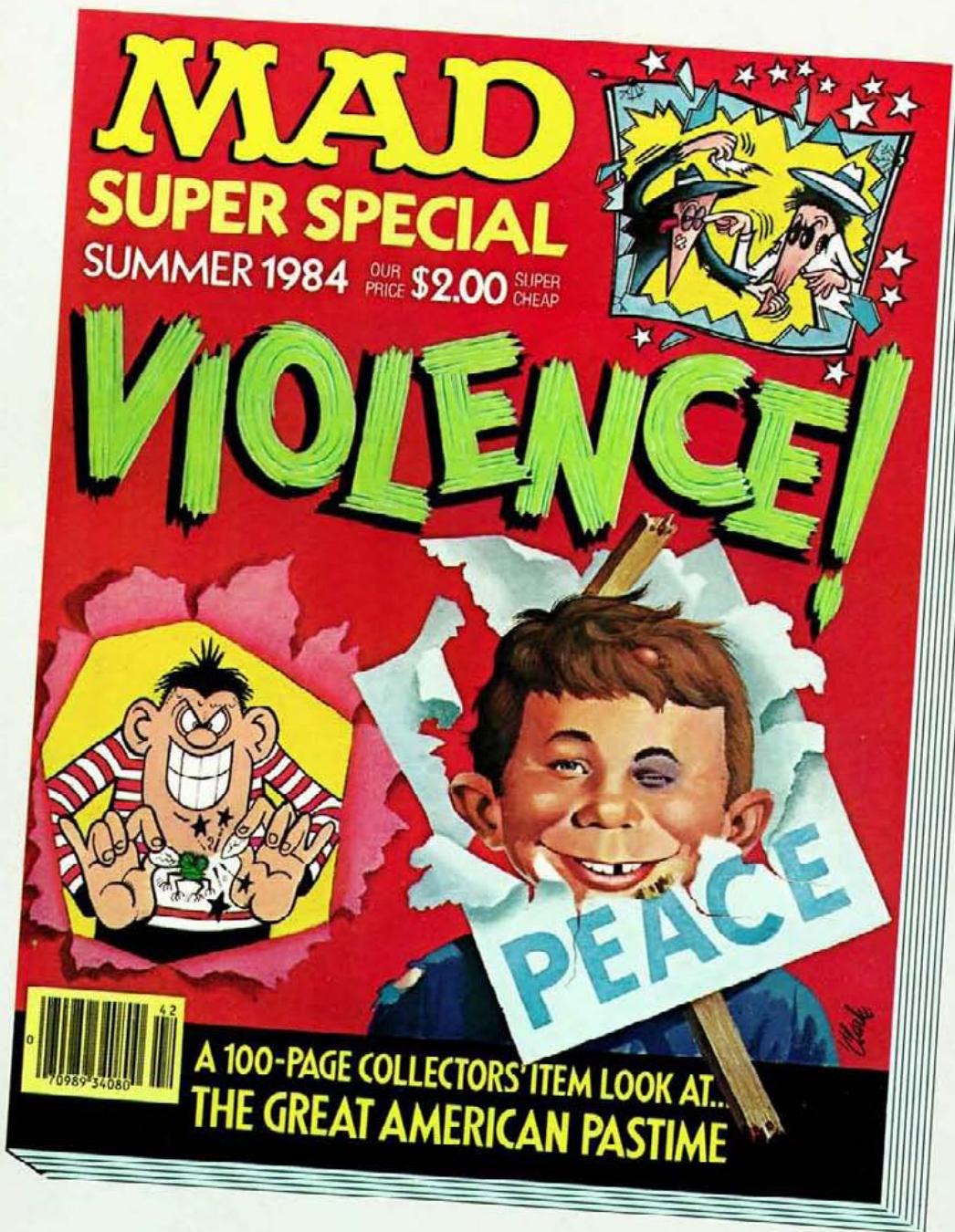
# MAD

No.  
245  
March  
1984

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# MAD

*"Man is the only animal that blushes... or has reason to!"*

—Alfred E. Neuman .

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TOM NOZKOWSKI production

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GLORIA ORLANDO, CELIA MORELLI, VIV GOLD, subscriptions

JACK ALBERT lawsuits

ANNE GRIFFITHS logistics

CONTRIBUTING ARTISTS AND WRITERS

*the usual gang of idiots*

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**MAD** (ISSN 0024 9219) is published monthly except February, May, August and November by E.C. Publications, Inc., 485 Madison Avenue, New York, N.Y. 10022. Second class postage paid at New York, N.Y. and at additional mailing offices. Subscription in U.S.A.: 10 issues \$9.75; Outside U.S.A.: 10 issues \$11.25. Entire contents copyright © 1983 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address change to MAD, 485 Madison Avenue, New York, N.Y. 10022. The Publisher and Editors will not be responsible for unsolicited manuscripts and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence.

Printed in U.S.A.

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## **LETTERS DEPT.**



### "STUPORMAN ZZZ"

Your satire of "Superman III" sent me soaring into slumber. Thanks, MAD, I needed the extra sleep.

Sam Pratt  
West Stockbridge, MA

I've always enjoyed your magazine's humor. I'm as sick-minded as you. I always wanted to be a part of your team. I've had a chance having appeared in Superman I, II and III, playing the character "Jimmy Olsen." It was truly rewarding seeing a little attention paid to "JO." It's about time! See you in "Supergirl!"

Marc McClure  
The QE II

### RETURN OF MAD ESP

Once again, everything has transpired as you have foreseen. Take a look at your "Star Wars Log" in MAD #230, page 38. You had "Return Of The Jedi" down pat before it was in the can.

"We learn more about Luke's ancestry" in this film... "Luke returns from a space voyage to the planet" where he lived as a boy... after having been "snatched" for his own protection... "he discovers the true identity of his father" ... and he rescues "Chewbacca from midget aliens."

You even have an illustration of Luke swinging on a vine, just like in Jedi. But seriously, don't you think you ought to give Lucas back his "top secret master plan"? He obviously needs it.

Irene Stubbs  
Jamaica Estates, NY

### A LOT OF GUM-PTION

I recently asked my father, who is a dentist, if he could fix Alfred's tooth problem. He said that he would be glad to pull the rest for free.

James Burnett  
Cedar Hill, TX

### TRICK NO TREAT

The MAD answer to the same old question that comes up every Halloween—Will the candy supply hold out until the little fiends stop descending upon our house?!

Tim Isaacson  
Oak Park, IL

### **YET ANOTHER ALFRED LOOK-ALIKE**

We're seventh grade pupils in Kempton Park, South Africa. In our class we are very fortunate to have MAD's Alfred E. Neuman in person. (Or shall we say, very near to it.) His name is Jurie Kasselman, the cleverest and maddest pupil in the school!

Std. 3 v.H.  
Republic of South Africa



**Africa E. Neuman**

### **TELLING IT LIKE IT IS**

I can't believe you missed this one while putting together your "Airing The Rule Book To Cover Sportscasters":

**EXCESSIVE INTERJECTION OF IRRELEVANT FELICITATIONS**  
Rule 23, Paragraph 4

Announcers are hereby prohibited from announcing birthdays, anniversaries, or other personal messages pertaining to people known to less than .05% of the viewing audience. Penalty shall be to personally deliver cakes and/or flowers to ALL individuals mentioned on the air.

**SUB-CLAUSE I:**

Additional sanctions may be imposed if more than 92% of those named belong to a single ethnic group.

Karen Woytowich  
Staten Island, NY

**Holy Cow! How could we forget that one!?**  
—Ed.

### **BIBLE BELTS**

I was very disappointed in your article "The Book Of MAD" when you stated that there was very little humor in Biblical times. Wake up and smell the manna! God has a great sense of humor. He created us, didn't he?

Lorraine Y. Roddey  
Ben Lomond, CA

**You're absolutely right! After all, wasn't it Lot who first said, "Take my wife, please!"?**—Ed.



**The Waste Of A Good Pumpkin**

**STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION** (Required by 39 U.S.C. 3685) 1. Title of Publication: MAD A. Publication No. ISSN 0024 9319 (324520) 2. Date of filing: Oct. 1, 1983. 3. Frequency of issue: Monthly, except Feb., May, Aug., Nov. A. No. of issues published annually: 8 B. Annual subscription price: \$975/10 issues 4. Complete Mailing Address of Known Office of Publication: 485 MADison Avenue NYC 10022 5. Complete Mailing Address of the Headquarters of General Business Offices of the Publisher: 485 MADison Avenue NYC 10022 6. Full Names and Complete Mailing Address of Publisher, Editor, and Managing Editor: Publisher: William M. Gaines—485 MADison Avenue NYC 10022; Editor: Albert B. Feldstein—485 MADison Avenue NYC 10022; Managing Editor: None. 7. Owner (*If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock.*) E. C. Publications, Inc., wholly owned by Warner Communications, Inc., a publicly held corporation—75 Rockefeller Plaza NYC 10019. 8. Known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages or other securities: None

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G. TOTAL	1,774,619	1,812,351

11. I certify that the statements made by me above are correct and complete.

William M. Gaines, Publisher

#### DEAD LETTER DEPT.

Your October issue of MAD had several articles about Postal employees which made them look like idiots. As a Postal employee for twenty-eight years I have tried to do the job I was hired to do. Yes, we make mistakes. So do you. But you are not held up in the lime-light like Postal employees are. I notice you use our services. If they are so bad, why don't you get someone else to deliver for you?

Dee Heilmann  
Vidor, TX

The above letter is an excellent example of "junk mail!"—Ed.

Please Address All Correspondence To:  
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New York, New York 10022**

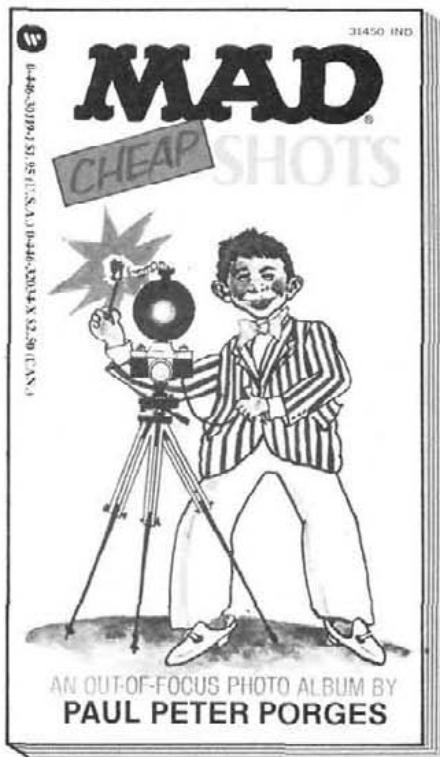
Unsolicited manuscripts will not be returned unless accompanied by a self-addressed stamped envelope or a live chicken that answers to the name "Gomez."

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\* \* \*

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LOW TRAVOLTAGE DEPT.



It took six long years to make the sequel to "Saturday Night Fever." Obviously, they had some difficulty bringing this sequel to the screen. Well, the difficulty doesn't stop there! When you see this movie, you're gonna have even more difficulty, just...

I guess you bought a ticket expecting to see some talented young actors do some great dancing, and to hear some exciting new music!!

You bet!!  
That was your mistake! You should've bought a ticket to "FLASH DANCE"!

Yeah, but in THIS film, the Star does his OWN DANCING!!  
That was HIS mistake!

I understand Sly Stallone's brother, Frank, wrote most of the music!  
Yeah! He was chosen from dozens of applicants!!

Gee! No kidding?! I didn't know Sylvester Stallone had THAT many brothers!

What's it like?  
It's like "Rocky" ... only the pants are tighter!!

When you think that Sylvester Stallone had the SEQUEL STORY to the smash hit, "Saturday Night Fever" ... plus it's ORIGINAL STAR to work with ... you realize that he made an AMAZING FILM!

What's so amazing? With all that, he just couldn't miss!!  
But he DID! That's what's so amazing!!



**STAYING AWAKE**

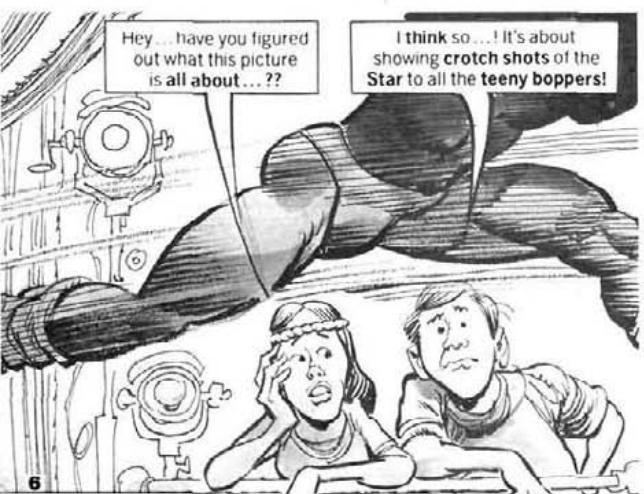


# STAYING HUNKY



ARTIST: JACK DAVIS WRITER: STAN HART





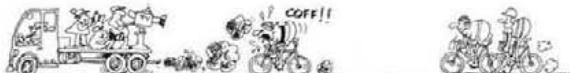
Hello?!? Listen, I got a JOB!! A job in de CHORUS LINE of a BROADWAY SHOW!!

That's very nice! I'm so glad! Uh— by the way ... who IS this?

You kiddin' me?! It's Tony Manuro, your SON ... fr Pete's sake!!

Oh, YOU!! Hey... if ya didn't know who dis WAS, why was you so HAPPY??!

Because it's so nice to hear that ANYONE is working these days under Reaganomics!



Not always! Oh?!? When don't you??!

When we're MAKIN' LOVE!! Den ... we turn out de lights!

Come to think of it, a Donkey is a LOT SMARTER!



Look, Tony, stop hanging around! It's ALL OVER between us!

But... what happened??

Get wise!! I USED YOU! In this world, everyone uses everyone else!

Now, if you'll pardon us, my date and I have some heavy love-making to do!

Well... if everyone uses everyone else, I'M gonna use YOU!

...And what exactly does THAT mean??

I'm comin' up to watch!!



Now the name of this musical is "Satan's Valley"! It's a journey through Hell!!

Especially for the audience!!

Okay, Manuro! Let's see what you can do...!

Seeing all these close-ups of his face while he's dancing is a bore!!

It could be a lot worse!! They could be close-ups of his FEET!!



I'm invited t dis fancy party ... an' I got nuthin' t wear except my old white suit! What do you think...?

That it still FITS you is nothing short of a miracle!

Cause everyone knows you put on at least ten pounds of muscle since you wore it six years ago! It was in all the magazines!!

Why's dat...?

Hey, Lorry! Whaddya think of my suit?

I think it's just fine, Tony— —if you happen to be in a Life Insurance Commercial!

Come with us... You mean I won't be able to see the end of this fantastic movie?

That's right...! You see?! Death isn't ALL bad!



We're THROUGH being lovers!! You've double-crossed me for the last time! You deserve that bitch, Lorry!!

Aw, Jerkie...  
gimme a break!!

NO WAY!! Not only do you SLEEP with her... but you wore your WHITE SUIT for her? That's TOO MUCH!!

Aw, c'mon... I

The only white suit I've ever seen you in is your underwear! And you're such a slob, that turned gray months ago! I'm not going to be a second choice in your life, Tony Manuro!!

How about a third choice?

I'll think about it!!



Here, Mom! Jus' t' show you I'm not a rotten kid any more, I bought you a \$25 ticket to our show's Opening Night!!

I thought a ticket to a Broadway Musical costs \$50 these days!

Well, yeah! But for \$25, you're allowed into de lobby... and a guy in "Standing Room" yells out what's going on!

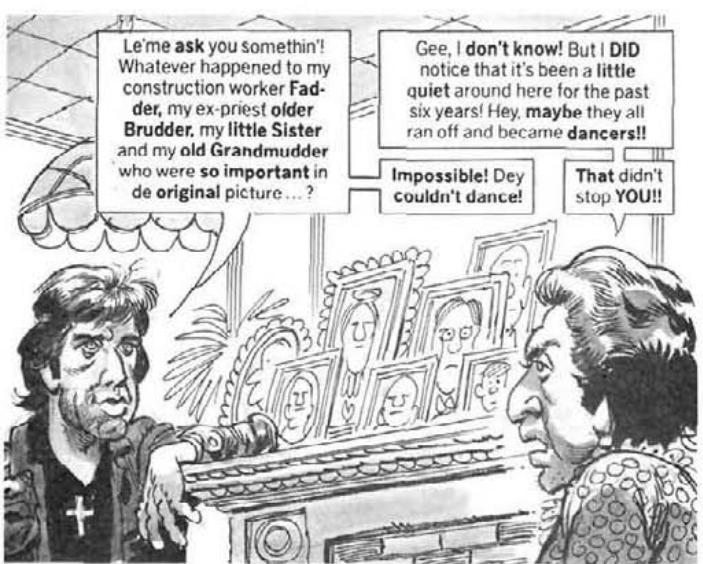


Le'me ask you somethin'! Whatever happened to my construction worker Fader, my ex-priest older Brudder, my little Sister and my old Grandmudder who were so important in de original picture...?

Gee, I don't know! But I DID notice that it's been a little quiet around here for the past six years! Hey, maybe they all ran off and became dancers!!

Impossible! Dey couldn't dance!

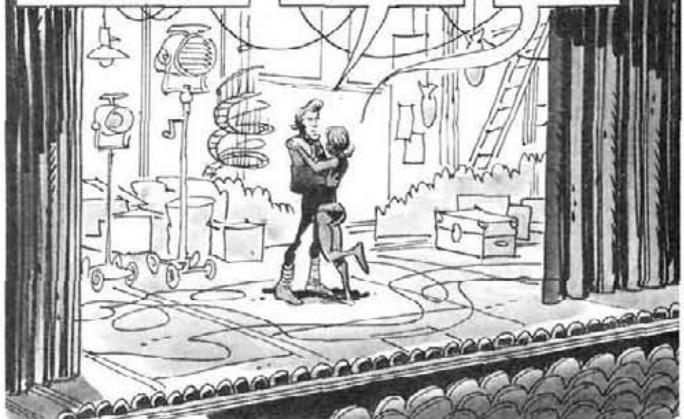
That didn't stop YOU!!



You got some nerve!! You want me to rehearse with you so you can get the lead part dancing with that bitch, Lorry!!

You gotta do dis for me! If you DO, it'll prove you're a REAL TROOPER!

It'll prove I'm a real SCHMUCK!



Ya know, we dance real great togedder, Jerkie!

We'd dance even better if we had music!

Nahhh! Music throws off my rhythm!

Listen, Jackie, how's about us gettin' back togedder?

You'll just make me miserable again!

No, I won't. I've really changed!

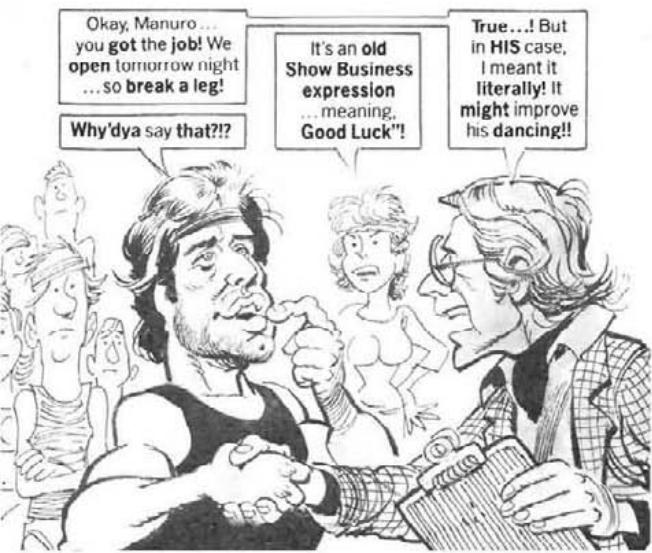
You'd have to change an awful lot to convince me...!

Is DIS enough of a change for you??

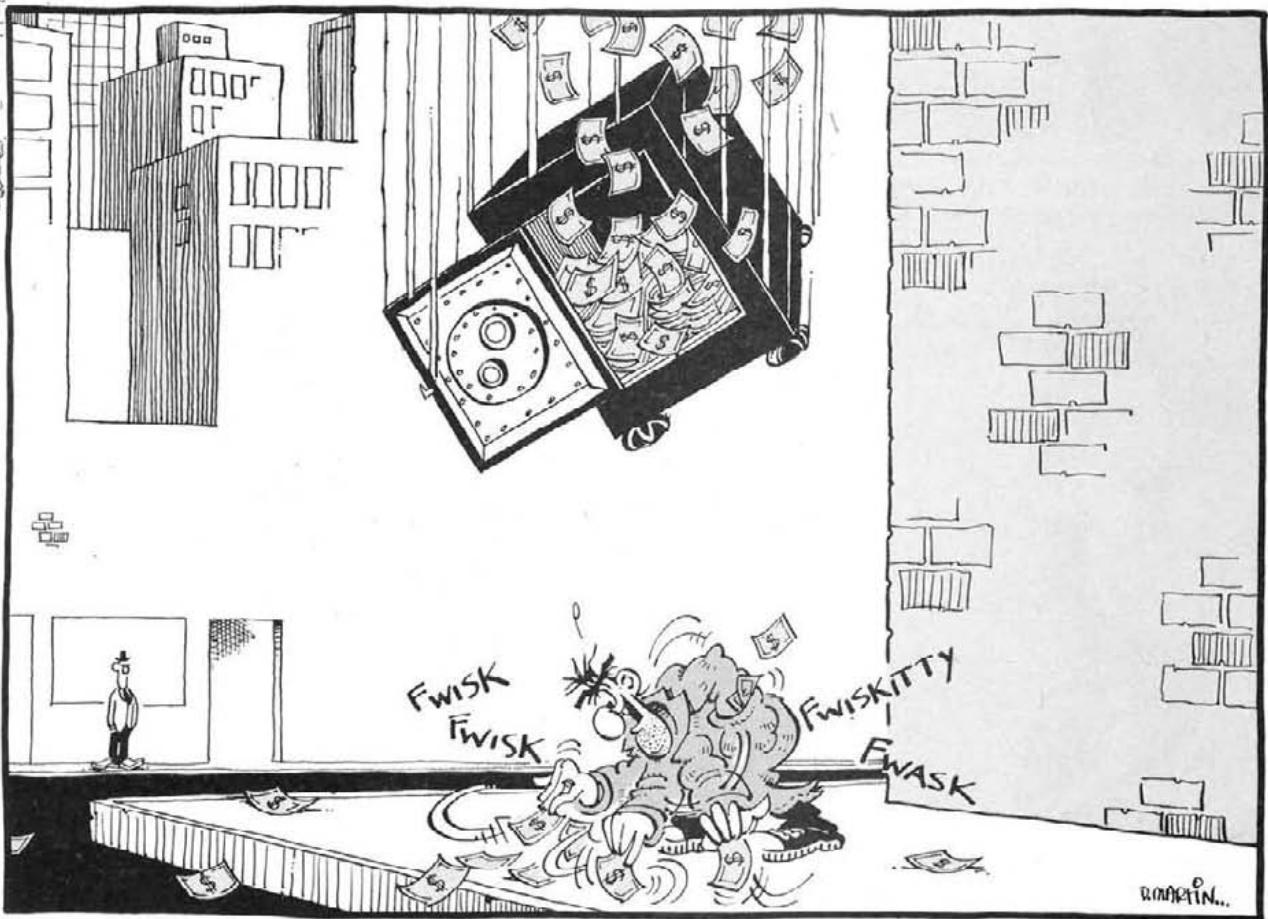
Hmm! So what's a nice Jewish boy like you doing in a chorus line... instead of being in something like Dentistry... or Accounting??







# ONE LUCKY MORNING ON FRIDAY THE 13TH



There hasn't been much talk lately about the "Generation Gap"...but it definitely still exists. It's just that it's grown so wide that kids and their parents can no longer communicate about anything, including the "Generation Gap." MAD thinks this

# WHAT PARENTS THINK...

ARTIST: PAUL COKER

## PARENTS THINK...



...that a \$400 bicycle that shifts into 15 different gears is a waste of money, but a \$4000 home computer that remembers your grocery list is a wise investment.

## PARENTS THINK...



...that Reggae is a famous ex-Yankee outfielder who plays for the California Angels.

## PARENTS THINK...



...that the driver's license age should be raised to 25, and the work permit age should be lowered to 10, thereby giving a kid 15 years to earn his own money to buy a car.

## PARENTS THINK...



...that a kid who desperately needs transportation for a big date can make do with Mom's Ford station wagon just as well as with Dad's 280ZX...

is sad, because each generation has wisdom that it could share with the other if one only knew what the other was talking about. MAD also thinks it may be possible to break down this wall of conflicting attitudes and confusing terms by examining:

# AND...WHAT KIDS THINK

WRITER: TOM KOCH

## KIDS THINK...



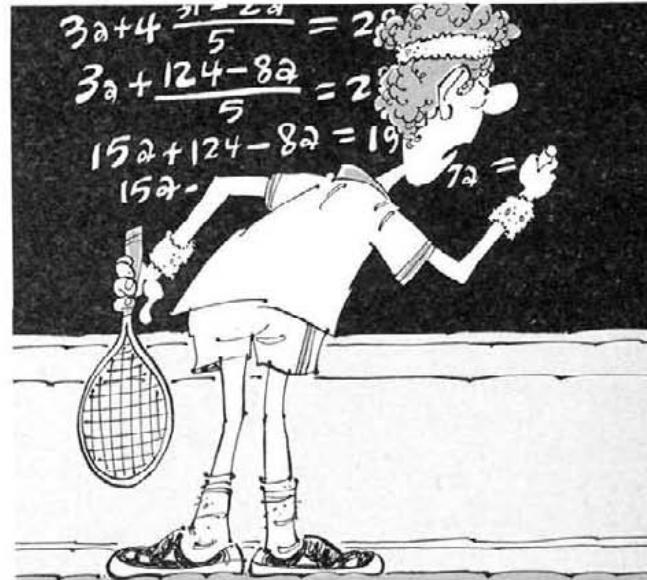
...that merely reading the textbook is not adequate homework for Sex Education, and that doing independent extra study is necessary to understand and appreciate the course.

## KIDS THINK...



...that just because you have energy to swing a tennis racket doesn't mean you're in shape to push a lawn mower.

## KIDS THINK...



...that you shouldn't have to pass Freshman Algebra because you obviously won't ever need it once you join the Pro Tennis tour and start to make those big bucks.

## KIDS THINK...



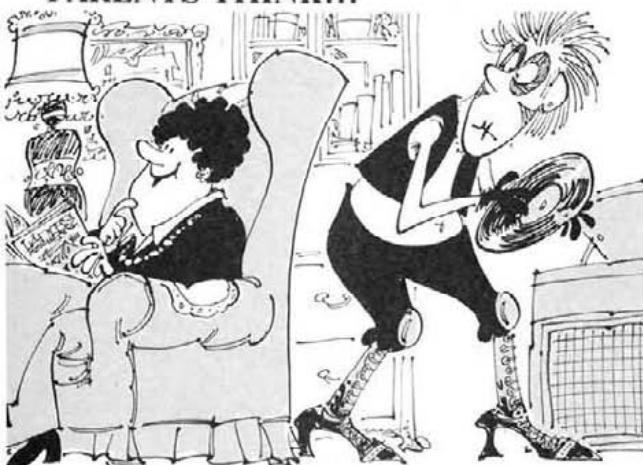
...that it's okay to attend church wearing a sweat shirt decorated with a beer advertisement or a snappy quotation. 13

## PARENTS THINK...



...that Fleetwood Mac is either a Cadillac shaped like a burger, or a burger shaped like a Cadillac.

## PARENTS THINK...



...that punk rock is a hard substance you burn on the front porch on summer evenings to keep mosquitoes away.

## PARENTS THINK...



...that the only people you can trust are uniformed policemen, ordained clergymen, and TV's Phil Donahue.

## KIDS THINK...



...that a phone call can easily last over an hour, even if you're talking to someone you just spent the whole day with.

## KIDS THINK...



...that choosing a good college to attend means picking your favorite school among the Top Twenty in the AP Football Poll.

## KIDS THINK...



...that the only people they can trust are tattooed bikers, full-time surfers and rock musicians who dye their hair green.

Thinking about what career to get into? Wondering whether or not you'll fit in? Well, here's the third in a series of tests designed to help you choose your future line of work. Mainly, discover your true abilities by taking...

# MAD'S APTITUDE TEST NUMBER THREE

## WILL YOU MAKE A GOOD ATHLETE?

1. Fill in the blank in this sentence: As a pro athlete, you should never become so successful that you forget the \_\_\_\_\_ who made it all possible.

- A. agent
- B. tax accountant
- C. investment advisor
- D. All of the above.

2. As a pro, you are swell-headed, alienate your teammates and are the center of controversy. What does this kind of behavior get you?

- A. More newspaper coverage than you ever dreamed of.
- B. An automatic interview on nationwide TV by Howard Cosell.
- C. Praise from the team owner, who knows that controversy improves the gate.
- D. All of the above.

3.



You can tell by the expression on this baseball player's face that:

- A. He's just been turned down for a Miller Beer commercial.
- B. He's just been traded to the Blue Jays.
- C. His wife just learned how he spends his nights on the road.
- D. Any of the above.

4. To quote a famous coach, "Winning isn't everything, it's

- A. the extra \$20,000 you get for

- post-season play.
- B. how you renegotiate your contract.
- C. your name on a candy bar.
- D. All of the above.

5. At contract time, the relationship between a pro athlete and his club's front office can be compared to:

- A. Israel and the Arabs.
- B. Luke Skywalker and the Empire.
- C. Boss Hogg and the Duke Boys.
- D. Any of the above.

6. The expression "playing hurt" means:

- A. It's a big game and the exposure you'll get will more than compensate for the pain.
- B. You healed weeks ago, but you're still faking your injury so the coach will praise you in the press for having guts.
- C. The team doctor has you on so many pain-killers and uppers that you're oblivious to your pain, your injuries, everything.
- D. Any of the above.

7.



This tight end is screaming that the referee made a bad call. Why?

- A. He wants to prove to his agent that he can act well enough to get a movie role.
- B. He's on nationwide TV.
- C. The stock he invested in just plummeted and he's got to scream at someone.
- D. Any of the above.

8. **DEPOSITS/WITHDRAWALS**



To quote another famous coach, "It isn't that you won or lost, but"

- A. how many times your photo gets in Sports Illustrated.
- B. what you pull down as a free agent.
- C. how you do with your tax shelters.
- D. All of the above.

9. You're a baseball player and you end the season hitting over .300. This means that:

- A. Whatever you're making, you're underpaid.
- B. Whatever raise the owner offers, it's not enough.
- C. Whatever you settle on, the publicity will be tremendous.
- D. All of the above.

10. There is a special quality among pro athletes called "hustle." What does "hustle" mean to you?

- A. Pushing for annual cost-of-living increases in your contract.
- B. Making friends with a rich fan who's a Wall Street insider and can give you tips.
- C. Getting out to the stadium early so you can be picked for a pre-game TV interview.
- D. All of the above.

### SCORING

If you answered "D" to all the questions, you have the ability to make a good pro athlete.

## **VINTAGE WINES**

... and we'd like a nice bottle of **Bordeaux**! Can you suggest a good year?

**1978 was a marvelous...  
absolutely stupendous year!**

**Really...?! I've  
heard that 1978  
wasn't that good!**

Are  
you  
**kidding?**

**That was the year I got  
my DIVORCE!!**



**BERG'S-EYE VIEW DEPT.**

# **ANNOYING PETS**

YIIPE!

**Will you call off  
your darn dog?!?**

**Don't be frightened!  
His bark is worse  
than his bite!!**

That  
may  
be.

...but it's his **BREATH**  
I can't stand!!



## WINNING A BET



# R SIDE OF...

ARTIST & WRITER:  
DAVE BERG

## DINNER GUESTS

Since we have Bruce's little friend as a dinner guest ... perhaps she'd like to say the "prayer" before we eat... ?!

Gee, I'd like to...

...but I—I don't know any prayers!!

You don't?!!

Doesn't ANYONE say a PRAYER before your family eats?!!

No, we don't have to!

My Mom is a GREAT COOK!!



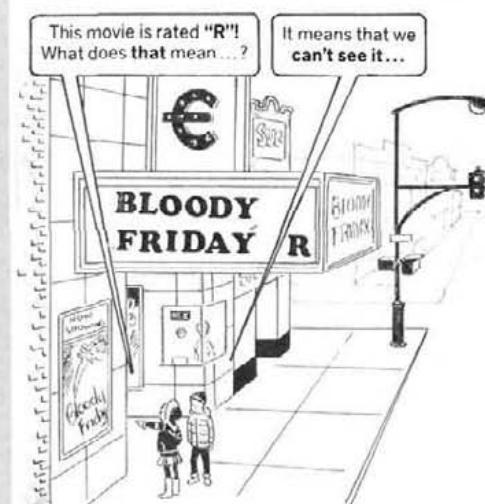
# NEWS BROADCASTS



## BEING SUCCESSFUL



## SEEING A MOVIE



## BEING AN ONLY CHILD



# PROBLEM EATERS



# JOB INTERVIEWS



# CREATING A MESS



# GOING TO A PSYCHIATRIST

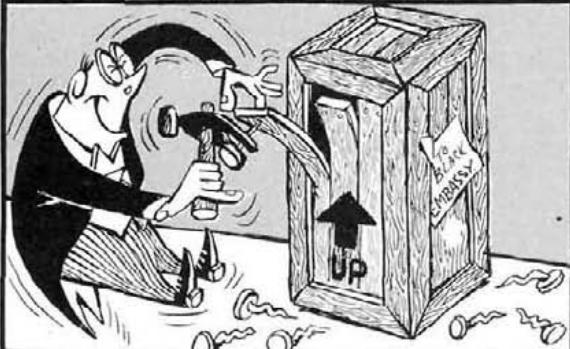
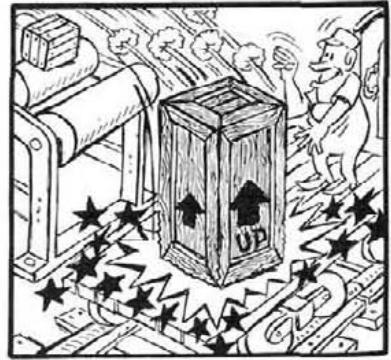
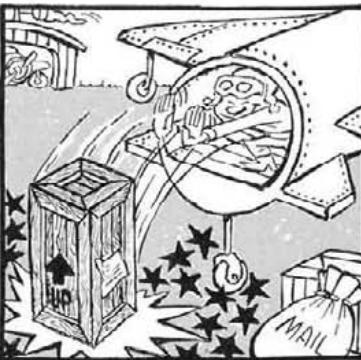
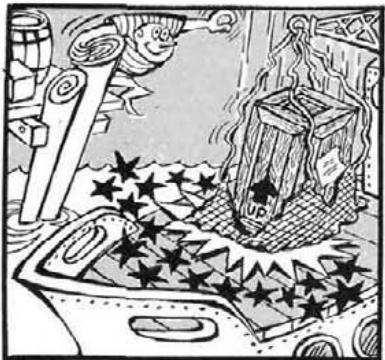
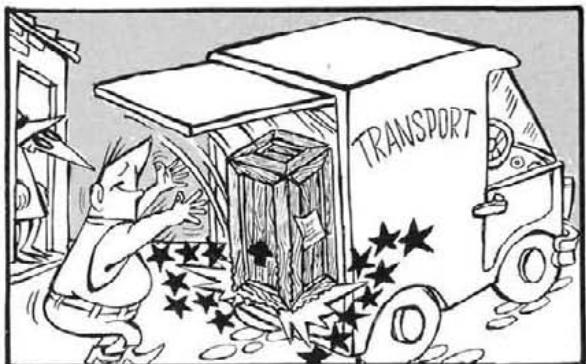
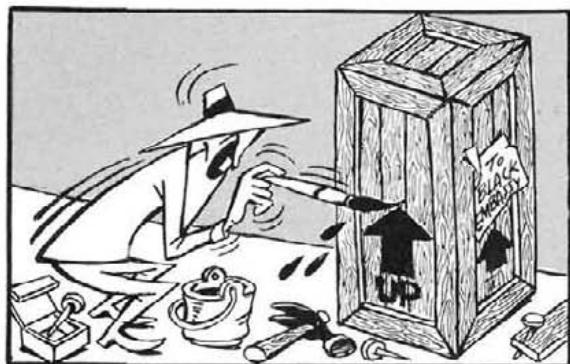
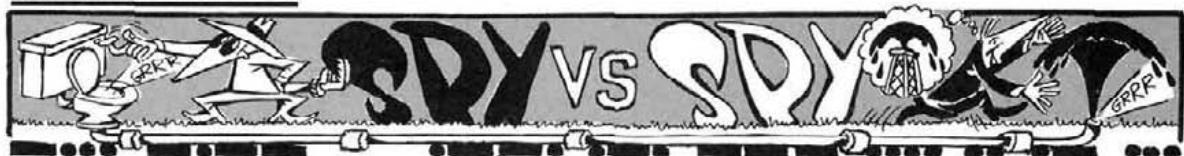


# LEARNING TO TELL TIME



# ARRIVING AT A COMPROMISE







SHOOT THE QUIRKS DEPT.

# WHAT IS A

ARTIST: SERGIO ARAGONES

**B**EWEEN THE TIME you initially conquer your fear of roller skates and the time you ultimately surrender to your fear of roller coasters, you are certain to run head-on into a whole series of psychological barriers known as Hang-Ups. "Hang-Up" is a fairly new popular term that describes a very old unpopular feeling in the pit of the stomach. It has quickly become part of our language because it is much easier to say someone has a Hang-Up than it is to say he's a lily-livered, yellow-bellied, chicken-hearted, gutless mass of quivering human jelly.

**H**ANG-UPS ARE most frequently induced by unhappy childhood experiences. This is why people who survived the Titanic disaster at an early age often have a Hang-Up about the icebergs that form in their swimming pools. And people born in Minnesota in February often have a Hang-Up about doctors with cold hands. And people who grew up being tormented by the scary threats of older brothers and sisters often have a Hang-Up about being kidnaped by Gypsies, or being bitten by vampires, or being thrown into a closet full of spiders, or being put up for adoption by their parents.

**A** PERSON WITH A HANG-UP is easy to spot in any crowd. He's the one who always wears a surgical mask on dates to drive-in movies so he won't be exposed to mononucleosis. He's the one who always faints at the poultry store because he can't stand the sight of raw chicken giblets. He's the one who always holds a transistor radio to his ear so he won't hear the question you're asking because he's sure he'd give you a stupid answer. And he's the one who always crosses intersections on the "DON'T WALK" light because he has a Hang-Up about authority figures who try to tell him what to do.

**I**N ALL CASES, those sad, sorrowful, stricken souls cursed with Hang-Ups can be counted on to behave in their own unique way. Who else would settle for a lifetime career of addressing envelopes at home, rather than run the risk of someday having to use a strange bathroom? Who else would always break into such a cold sweat during final exams that the perspiration invariably drips down and smears his crib notes? And who else would use his influence to wangle a 20-year prison sentence just so won't have to spend any more scary nights at home alone?

**S**TANICELY ENOUGH, it is always those with great big Hang-Ups of their own who are the first to call attention to your little tiny Hang-Ups. If you feel driven to cut the bread crust off



# HANG-UP?

WRITER: TOM KOCH

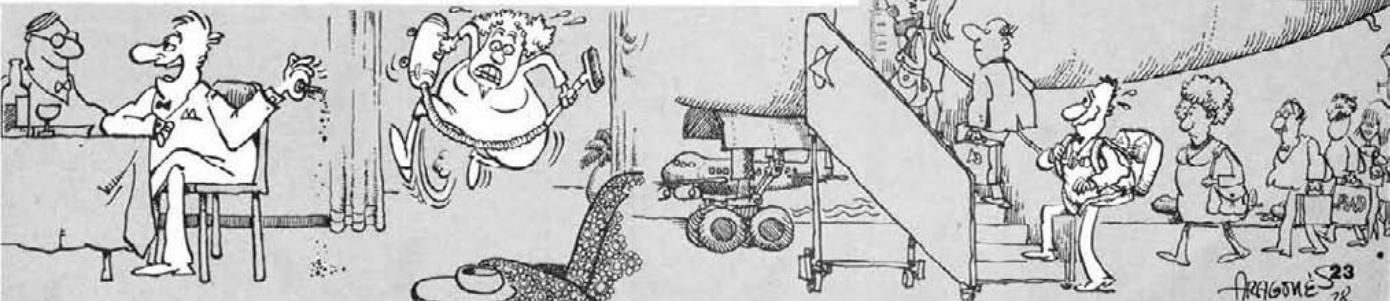
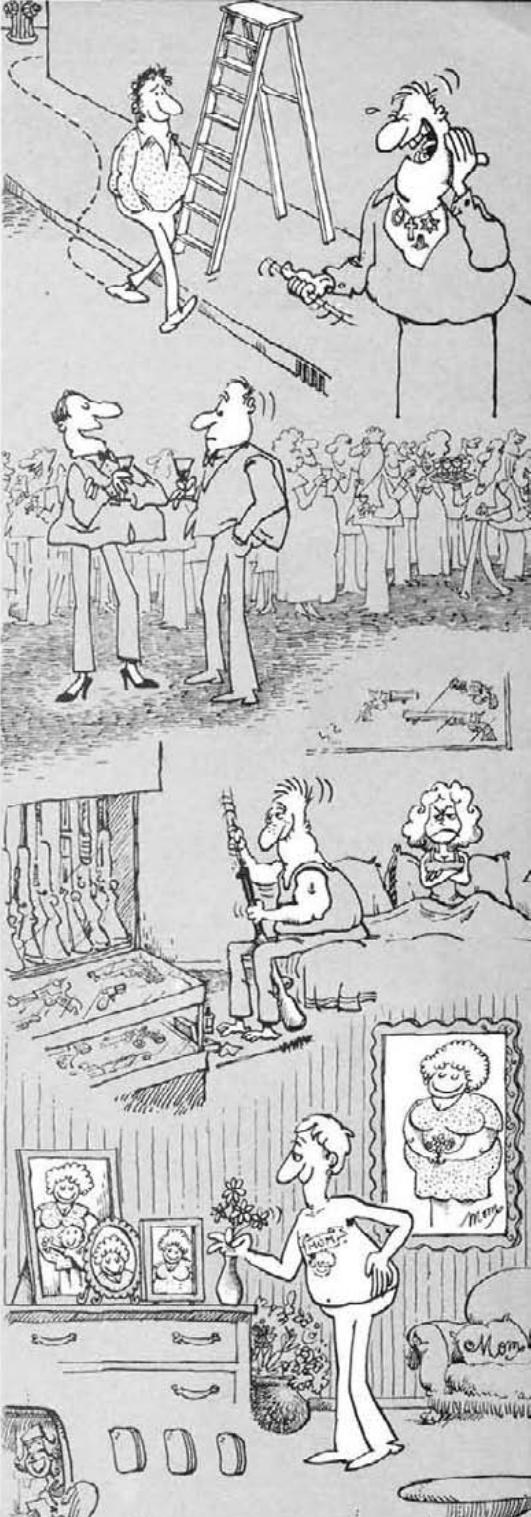
your sandwich, you can bet that it will be noticed by your weird aunt who eats nothing but boiled figs and yeast tablets. If you can't muster courage to phone the Prom Queen for a date, it's a cinch that the only one to laugh will be your cousin who has stayed in his room with the drapes closed since 1962. And if you're afraid to fly across the country in an airplane, you can expect to have your Hang-Up fully analyzed by the only person you know who's afraid to ride to the second floor in an elevator.

**S**TILL, IT WOULD BE WRONG to dismiss even the most frazzled Hang-Up Sufferer as just another Neurotic Bomb looking for a place to fizzle out. Beneath his loose outer wrapping of twitches and shakes, he often harbors many fine qualities. He is Warm Comradery refusing to shake hands, Jovial Hospitality crouching behind a double-locked door, Adventurous Courage tooling around on a mini-bike with training wheels, Mature Judgment phoning his psychiatrist for advice, and Tomorrow's Leader trying to stride boldly into the future despite his Hang-Up about stepping on cracks in the sidewalk.

**T**HOUGH HANG-UPS are a lifetime affliction for many, they can often be conquered if one follows the inspiring examples of recovery that are all around us. Who would not be lifted by the thought that Joey Bishop overcame a neurotic fear of boring people stiff? Who could fail to take hope from Howard Cosell's triumph over the absurd feeling that he might be an obnoxious blabber-mouth? And who would not be heartened by the revelation that Richard Nixon surged forward despite a silly concern that people didn't love him enough? If those victims could straighten out their tangled lives, then there is hope for all.

**P**ERHAPS THE BEST WAY of all to conquer Hang-Ups is to start looking on the bright side of the things you fear most. You'll soon realize that even if you're on a ship that sinks, it may go down in a spot where the sharks are all vegetarians. Or even if you're trapped in the debris when an underground garage caves in, maybe the parking attendant will turn out to be an off-duty priest who can give you the last rites. Or even if the very worst happens, and the meanest bully on the beach laughs at your physique, and then kicks sand in your face, and then walks off with your girl, you can still triumph by calling out the familiar taunt that is guaranteed to shatter his masculinity:

**"WHATSA MATTER, PAL? YOU GOT SOME KINDA HANG-UP?"**



# WISHFUL

NOISE MAKERS

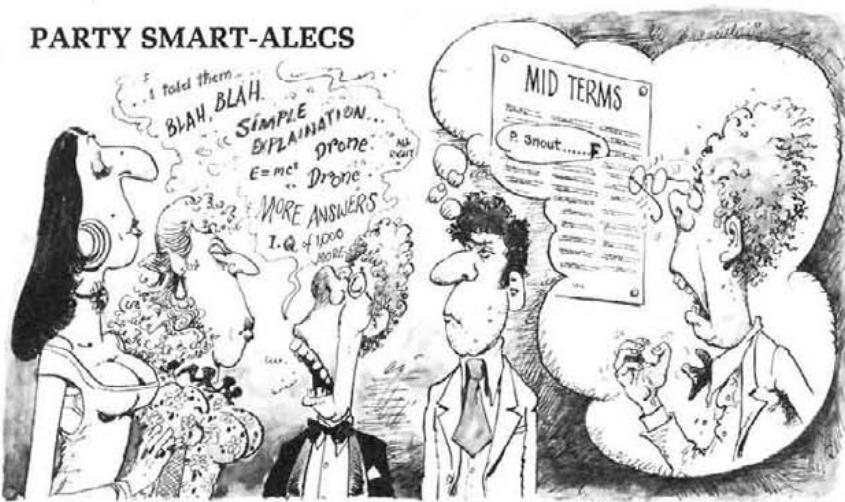


TELEPHONE BOOTH HOGS



ARTIST: HARRY NORTH

PARTY SMART-ALECS



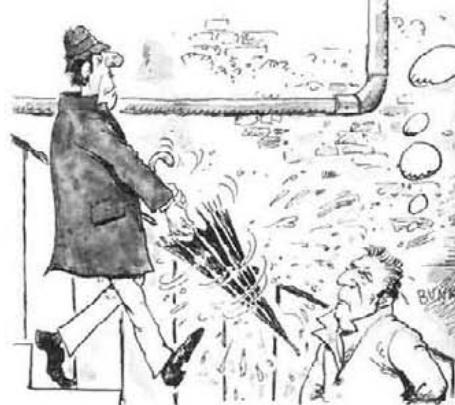
NOSE-IN-THE-AIR SNOBS



SMOKE POLLUTERS



UMBRELLA SHAKERS



# THINKING



## MESSY EATERS



WRITER: PAUL PETER PORGES

## SLOBBERING AUNTS



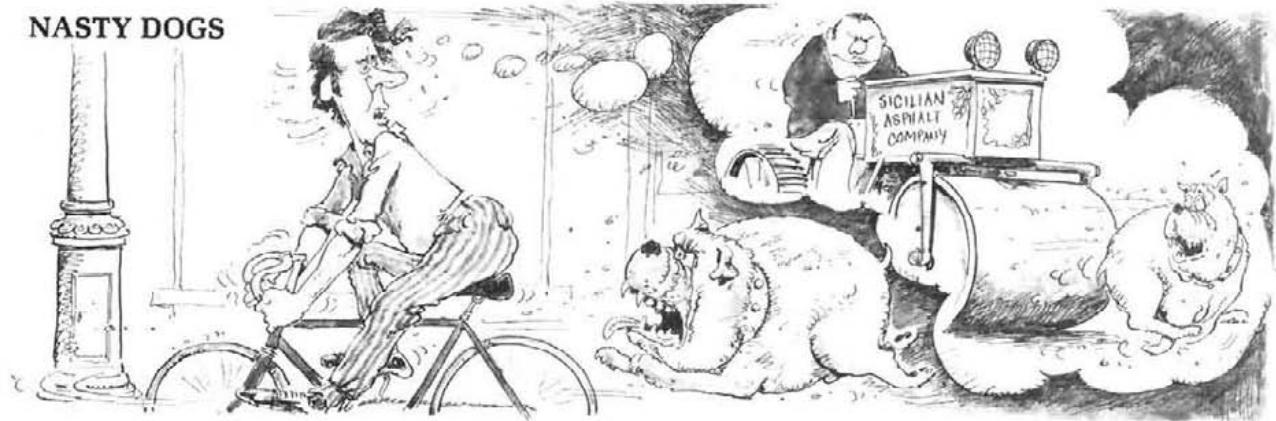
## PARK MASHERS



## CENTERLINE DRIVERS



## NASTY DOGS



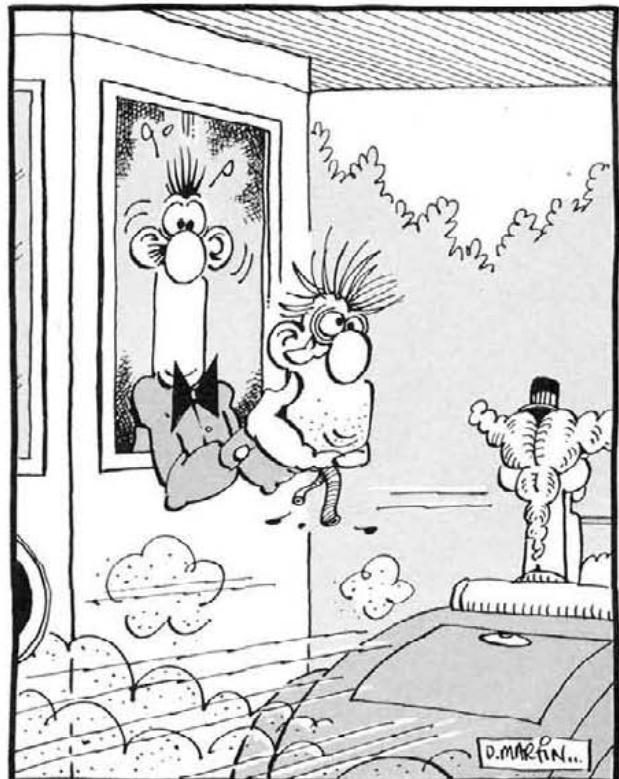
## MOTORCYCLE BULLIES



## SMELLY ROOM MATES



# ONE INSANE AFTERNOON ON INTERSTATE 80



**RIGHTS TO WRONGS DEPT.**

Recently, while Alfred was at the U.S. Patent Office, researching a much-needed patent (toupees for bald eagles), he discovered something very odorous. He came



# LITTLE KNOWN

ARTIST: GEORGE WOODBRIDGE

PATENT #45367821

## BOTTLE-NECKED KETCHUP BOTTLE



A uniquely designed neck holds ketchup in bottle and prevents it from coming out, even when downward pressure is applied. Then, finally and unpredictably, it lets the contents of the bottle explode out, splattering everywhere.

PATENT HELD BY SPOTCO DRY CLEANERS SUPPLY CO.  
(A SECRET DIVISION OF THE HEINTZ KETCHUP CO.)

PATENT #34777890

## AN APPLIANCE "SECRET RESET" BUTTON



An automatic "malfunction" device, which can easily be installed in any appliance by the repairman summoned for a first-time service call. Device causes appliance to stop working soon after. When repairman returns, all he has to do is push the "secret reset" button, and appliance will start operating perfectly again while he is in the home. Once he leaves, "malfunction" device takes over. Results in many \$25.00 service calls, with little work necessary.

PATENT HELD BY THE NATIONAL ASSOCIATION OF  
INDEPENDENT TV & APPLIANCE REPAIRMEN, INC.

PATENT #26789345

## A "91-DAY"/"366-DAY" COMPUTER CHIP



Can be used as the "brain" of any complicated electronic or mechanical device, such as a TV set, a car, etc. Chip contains a built-in "random self-destruct" circuit which will only activate itself after the "90-day" or "1-Year Guarantee" period has passed. Then all hell breaks loose.

PATENT HELD BY THE COMPUTERIZED TIMED DESTRUCTION CO.  
(SUPPLIERS TO THE AUTOMOBILE AND APPLIANCE INDUSTRY)

PATENT #37889321

## A ONE-TIME-USE PACKING CARTON



An ideal carton for shipping small appliances, computers, typewriters, electronic equipment, etc. Foam inner liners protect contents from damage, but have been inserted into the carton under extreme pressure. When customer unpacks purchase, foam expands to normal shape and cannot be repacked. Makes it impossible to return item "in original carton"—which is required for all exchanges or refunds.

PATENT HELD BY ONE-TIME-USE CARTON CORPORATION, INC.  
(SUPPLIERS TO THE APPLIANCE AND ELECTRONICS INDUSTRY)

across some strange patents that are secretly held by even stranger people and corporations. We'll show you exactly what he found with this MAD collection of

# PATENTS... AND THE PATENTS' HOLDERS

WRITER: DICK DE BARTOLO

PATENT #28459034

## A PRE-STRESSED SHOPPING BAG



A shopping bag designed and manufactured in three "break strengths." Supermarket baggers can soon become familiar with which bag to use with which groceries. Construction of bag insures that shopper will be off the premises when bag breaks and glass goods shatter when they hit ground.

PATENT HELD BY U.S. GLASS BOTTLE MAKERS ASS'N.  
(ASSIGNED TO SUPERMARKET BAG SUPPLIERS, INC.)

PATENT #31589037

## AN AUTOMATIC SOCK-LOSING DRYER



A coin-operated commercial dryer, such as those used in laundromats and apartment laundry rooms. Automatically loses one sock out of every four pairs placed inside. If more than four pairs are dried, electronic sensor easily separates and loses two socks—from two different pairs.

PATENT HELD BY APEX COIN OPERATED DRYERS, INC.  
(A DIVISION OF AMALGAMATED SOCK MANUFACTURERS)

PATENT #40400034

## AN ERRATIC-BEHAVING SODA MACHINE



A specially designed soda vending machine that guarantees the customer will not get what he pays for 30 percent of the time. But malfunctions are so "random", he will never catch on. Includes dispensing of: just soda—no cup, just cup—no soda, no syrup—plain carbonated water, no carbonated water—just syrup, no ice—just soda, no soda—just ice, half a cup of soda or ice, etc. 28 variations in all.

PATENT HELD BY GLITCH SODA DISPENSING MACHINES, INC.

(SUPPLIERS TO THE COIN-OP VENDING MACHINE INDUSTRY)

PATENT #42349876

## A SLOWLY-DISSOLVING PUTTY-LINER



A chemically formularized putty that can be used by auto manufacturers in and around doors, bumpers, grills—just about any place two metal surfaces touch. Putty slowly evaporates as car ages, causing squeaks, rattles and other irritating noises which brings customers back to the auto dealer for expensive repairs, or better yet, a new model.

PATENT HELD BY NATIONAL DISSOLVING PUTTY CORP.

(LICENSED TO ALL MAJOR U.S. AUTOMOBILE MAKERS)



As you tear down the road of life in your everlasting pursuit of happiness, what would you say is the most difficult goal to achieve? Finding the right girl, huh? Wrong!! There's one thing tougher than finding the right girl, and that's getting

Marcy, we've been going together for six months now, and it doesn't seem to be working out! So I thought that maybe it—

Don't tell me you want to break off with me...?!

Well, as a matter of fact, that's—

I TOLD you not to tell me that!!

Just like that, you want to destroy everything we've been trying to build up?! You want to tear down the very foundation of our relationship, and wreck all our dreams!!

For God's sake, all we did was go out, have a few beers and maybe fool around a little! I didn't think we were putting up a CONDOMINIUM!!



CURING A SPLITTING HEADACHE DEPT.

That's what could happen to you unless you know how to handle things properly! Which brings us to the main reason we're running this dumb article. Mainly—your life could be saved if you merely follow...

# MAD'S HEL BREAKING

ARTIST: JACK RICKARD

## THE SITUATION: THE

Okay, Suzy, out with it! I know there's something you've been wanting to tell me for a long time!

Ron, what are you talking about???

I can read you like a book! For weeks, you've been saying to yourself, "Hey, I've got so much going for me, why am I wasting my time on a schmuck like him?"

I think you're a "schmuck"???

See...?! You said it again!!

Just because you're beautiful and witty and intelligent, and I'm not very bright and a bit insensitive and not even fit to APPROACH the ground you walk upon, you think I'm a schmuck???

Listen to me, Ron! I never...!!



rid of her! It's not as simple as it seems! For instance, let's assume you're no longer interested in the girl you're going with, and you want to break it off. Here's what could happen if you commit the unpardonable sin of telling the truth:



# PPFUL HINTS ON UP WITH A GIRL

WRITER: LARRY SIEGEL

## WAY TO HANDLE IT: Make the old girl think that she's breaking off with you!



# THE SITUATION:

You expected a little fun and a few laughs, but now the relationship is getting too serious...

THE

Steve, we've been dating for over a year now... and I really think it's time for us to start talking about the future!

What's to talk about?!! Let's get MARRIED!!

Oh, Darling, that's what I've dreamed you'd say! We'll get engaged, and maybe in a year or two—

A YEAR or two?!? Let's get married RIGHT AWAY!!

You mean TODAY? I mean RIGHT NOW!!

Are you CRAZY? We're in High School!!

We'll cut "Trig"! I've got my Cosines down cold!

We don't have jobs —money—a place to LIVE!

Look, Nancy, when two people love each other, things work out! Oh, I realize I'm young, but I know everything there is to know about life!



# THE SITUATION:

She's getting much too possessive, and it's time now to turn out the lights on the whole thing... THE

Okay, Jeremy, here's our schedule for the weekend: Friday night we're having dinner with my parents! Saturday we're going to the football game! Saturday night, it's a movie! Sunday afternoon, we're going to—

Hold it right there, Lisa!! What about Sunday morning??

Huh...? Sunday morning?!

If you think I'm gonna spend three hours away from you, you're crazy!

I appreciate that, Jeremy, but I MUST study for my History exam!

Oh, God, a whole morning alone without you! What'll I do with myself?! Maybe I can sit at your feet and turn the pages for you while you study! I'll be quiet!



# THE SITUATION:

Your relationship has about as much fizz as an open bottle of Dr. Pepper and you want out... THE

Okay, Donna—where IS he?!!

Are you crazy? Where is WHO?

Don't play games with me! You know damn well who! I bet he heard me in the hall... and left through the WINDOW!!

There it is! The BED of SIN!

Bed of SIN? I was just changing the SHEETS!

After what you DID on them, I don't blame you!

Rick, you silly jealous fool! There's nobody else! You believe that, don't you?! Come on... say you believe it!!

Well... Now let's kiss and make up!



# WAY TO HANDLE IT:

Scare the hell  
out of her!



# WAY TO HANDLE IT:

Give her a taste of her own medicine!



# WAY TO HANDLE IT:

Drive her bananas with your jealousy!



OUT OF THE FRYING PAN AND INTO THE IRE DEPT.

# WE WON'T MISS TH

WE WON'T MISS THOSE  
ELEVATOR OPERATORS...OR WILL WE?!?



WE WON'T MISS THOSE  
BANK TELLERS



WE WON'T MISS THOSE  
GYM INSTRUCTORS...OR WILL WE?!?



WE WON'T MISS THOSE  
SALESLADIES



# EM...OR WILL WE?!?

WRITER AND ARTIST: PAUL PETER PORGES

...OR WILL WE?!?

WE WON'T MISS THOSE  
SWITCHBOARD OPERATORS ...OR WILL WE?!?

CASH-O-MATIC

YOUR CODE NUMBER  
IS INCORRECT—

YOUR CARD IS BE-  
ING DESTROYED—

**CRUNCH**

Three-nine-four-eight...! Hold on,  
please! Three-nine-four-eight...!  
Hold, please! Hi, Ethel. I'm back!

Hi! This is frax snt wmplevip! We're  
sorry beer rotzaph home bite oww, but  
fiff goo leep nyor maim and number at  
the beep, veeble vetz glack to you—  
grrrrrrr sniff blaxxxxxx vort **BEEP!**



WE WON'T MISS THOSE  
SHOE SHINE BOYS ...OR WILL WE?!?

Thank you for calling The Catalogue  
Shopper! Our "Return-For-Credit" De-  
partment is located in Santa Bacokta,  
Honduras! This is a recording...



Your shoes are done!

So are my socks!



## WE WON'T MISS THOSE HEADWAITERS ...OR WILL WE?!?



## WE WON'T MISS THOSE TOLL COLLECTORS ...OR WILL WE?!?



## WE WON'T MISS THOSE GAS STATION ATTENDANTS ...OR WILL WE?!?



MARQUEE DE SADE DEPT.

You probably think it's just a coincidence that every movie theater or drive-in you attend seems to be equally uncomfortable, poorly equipped and generally arranged to cheat you out of your last cent by one means or another. Well, we've discovered it's more than mere chance that turns every evening at the movies into a fight for survival. A secret catalogue has come into our hands which proves that we're routinely being subjected to systematic sadism and swindling by the theater operators who all buy their torture and pillage equipment from the same shady supply house. And so, in order to expose this devious operation, here is:

MONETARILY GREEDY MERCHANTISERS, INC. PRESENTS THE 1984 M.G.M.  
MOVIE THEATER OWNERS SUPPLY CATALOGUE

"SOCIETY OF THE LYIN' EXHIBITOR"  
"SYMBOLIZING YOUR HATRED OF THE PUBLIC SINCE 1934"

THIS M.G.M. PRODUCTION IS RELEASED TO MOTION PICTURE EXHIBITORS ONLY  
Absolutely No Orders Accepted From Movie-Goers Or Other Exploited Patsies

ARTIST: BOB CLARKE WRITER: TOM KOCH



**MISLEADING MARQUEE SIGNS** let you imply that big stars and hit movies are playing at your theater, without your actually saying so. Copyrighted wording has been approved by our unethical lawyers to let you legally show any clunker you choose while luring crowds with lavish but meaningless statements out front.

- 84556—"JOHN TRAVOLTA IS BETTER THAN EVER" SIGN ..... \$13.50  
84557—"DON'T MISS ROBERT REDFORD'S LATEST" SIGN ..... \$13.50

**BOTTLED POPCORN SMELL** can be easily pumped through theater air conditioning system to create big bucks for you by creating desperate hunger pangs among your patrons. Clever device operates all day on only a few pennies worth of electricity and a few teaspoons of melted butter. Also great in summertime for drowning out normal hot weather body smells of your raunchy customers.

- 87769—**PHONY POPCORN SMELL DISPENSER** ..... \$79.95  
87770—**PHONY POPCORN FOR USE IN DISPENSER** ..... \$2.50



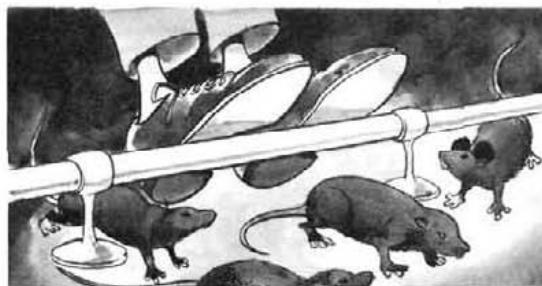
**ALL-PURPOSE SEXY LOBBY POSTERS.** There is no law stating that scantily clad girls pictured out front must also appear in the movie that's playing inside. Use this legal loophole to let a bevy of cuties promote those awful "boy-and-his dog" films you're often forced to exhibit. Same poster works for all occasions until fans of dirty movies in your area finally wise up.

74492—**X-RATED POSTERS FOR G-RATED MOVIES** ... \$7.95 EACH

**PREVIEWS OF NON-COMING ATTRACTIONS.** Why drive customers away with scenes from the awful movie you really plan to show next week when more people would come if they thought you were screening a blockbuster? These film clips from big hits will lure hundreds who are too dumb to notice that you always avoid lawsuits by running a "Programs Subject To Change Without Notice" notice at the end, which no one will notice.

- 87035—**ULTRA-SNEAKY SNEAK PREVIEWS** ..... \$35 EACH  
87036—"PROGRAM SUBJECT TO CHANGE WITHOUT NOTICE" NOTICE ..... \$75

## COMING SOON!



**ELEVATED FOOT REST** keeps the Health Dept. out of your hair by keeping mice off your customers' feet. Lovely simulated brass railing stands a full six inches high to allow ample clearance for even the largest rodents to scamper around undetected. Let a few dollars wisely invested now prevent a costly shutdown for pest control work later on.

17996—"ANIMAL HOUSE" FOOT RAILING. \$19.50 PER YARD



**SALTY, SPICY "HOT DOG" SAUSAGES** boost refreshment stand sales by making double-size cold drinks an urgent necessity for your agonized customers. Deceptive sausages look like harmless American hot dogs, but are actually a pure salt pork and chili pepper combination made by diabolical Haitian sausage stuffers. Enjoy watching victims beg for your costliest cola to put out the fire.

- 50577—"TONSIL TOASTER" BRAND SAUSAGES ..... \$4.89 LB.



**BOOST PROFITS WITH BROKEN SEATS!** These rump busting dandies end all danger of patrons getting comfy enough to sit through two shows for the price of one while others wait outside. Each seat has missing bolts or broken springs to guarantee quick departure, often before the picture has even begun. Individually broken by experienced vandals for your satisfaction.

51433—"TAIL TORTURE" BRAND SEATS ..... \$16 EACH



**ELECTRONIC GAMES** provide lobby diversion for patrons who tire of watching the crummy movies you exhibit. Even better for you, whistles and sirens on these game machines prevent those who enjoy crummy movies from hearing the dialogue, thus driving them into the lobby to pour their money into still more game machines. Order several and watch their popularity multiply.

- 60791—"BLEEPITY-BLEEPING ELECTRONIC GAMES" ..... \$695



DRIVE CUSTOMERS TO YOUR REFRESHMENT COUNTER before the feature begins with wordy, boring slides announcing fire ordinances, theater behavior rules, refreshment stand offerings, etc.

- 44382—"\$500 FINE FOR SMOKING"  
ANNOUNCEMENT... \$9.88  
44383—"JAIL TERM FOR DISTURBING OTHERS"  
ANNOUNCEMENT... \$9.88  
44384—"BUY POPCORN OR ELSE"  
ANNOUNCEMENT... \$9.95



ARGCH ELFODZA SKROVNYA POTRZEBIE AXLOTL UN CADRUM MOXIE FLADAPP KVITZENHANDER STUMP

## BY ORDER OF THE FIRE DEPT.



DRY CLEANERS OFTEN PAY REWARD MONEY to enterprising refreshment stand operators who serve drinks in leaky paper cups. Faulty wax coating causes these cups to start dribbling only seconds after being filled while hornfisted patrons watch their best clothes become hideously spotted with soft drink stains. Talk to a cleaner in your area about bribing you to use these defective disaster creators.

53847—FACTORY REJECT DRIBBLE CUPS..... \$9.95 PER 1,000

ANCIENT CANDY BARS were recently discovered by our buyers in rusty vending machines left behind on South Pacific islands after World War II. Ingredients have nearly turned to stone, which explains why we are able to offer them at bargain prices. Still, they'll be eagerly sought in theater lobbies where long double features drive starving film buffs to desperation.

HORRIBLE HERSHEY'S ..... \$12 GROSS  
BARFY BUTTERFINGERS..... \$12 GROSS  
MOSSY MILKY WAYS..... \$6 HALF-GROSS



DON'T COUNT ON RANDOM THREADS getting into your projector to make maddening squiggles jump across the screen. Louse up features the way big time exhibitors do with a second film that superimposes squiggles over any normal movie. Each reel provides ten minutes of thread lines jumping around in an insane pattern guaranteed to make patrons flee without demanding money back.

20298—WIGGLY SQUIGGLE MOVIE FILM.... \$37.50 PER REEL



PHONY DRINKING FOUNTAIN does nothing but spritz compressed air into the faces of thirsty patrons. Lavishly designed in multi-colored plastic, yet it costs far less than real fountains that require expensive pipes for connection to a water supply. Watch your beverage sales zoom when you replace your present fountain with one of these throat parchers.

66281—FOOLER COOLER FOUNTAIN..... \$79.95  
66282—"PERPETUALLY OUT OF ORDER" SIGN FOR ABOVE..... \$1.49



UNDESIRABLE FURNISHINGS prevent teen-agers and other weirdos from loitering around in your lounge after they've already seen the picture. Complete set of gosh awful stuff includes one fake fireplace, two cold, hard marble benches, one depressing lamp and one library table equipped with three ragged copies of the May, 1964, issue of "Field and Stream."

31180—"DREADFUL DECOR" LOUNGE FURNISHINGS . \$679 PER SET

BOTTLED FLOOR GOOK can pay off handsomely for you when you spread this sticky stuff around so your customers' soles stick to your theater floor. Talk to the shoemaker in your area about bribing you to use this slop, which forces patrons to prematurely wear out their soles and heels on the pavement outside your doors trying to scrape off the yucky goo.

20774—SOLE OF THE MATTER THEATER FLOOR GOOK..... \$5.95 PER GAL.

# A MAD LOOK AT AN



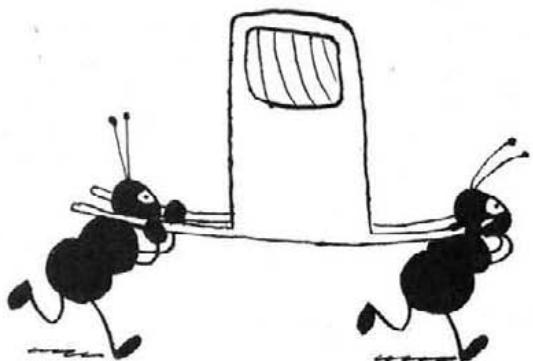
OCCUP-ANT



FLAMBOY-ANT



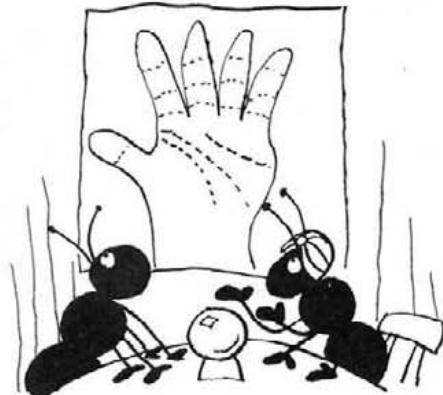
INF-ANT



IMPORT-ANT



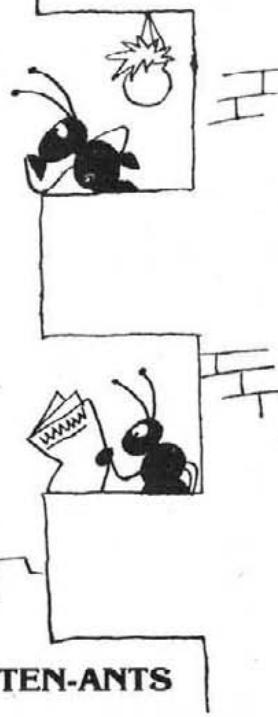
CORRESPOND-ANT



CLAIRVOY-ANT



VAGR-ANT



TEN-ANTS

# TS

(GOING  
SHOW)



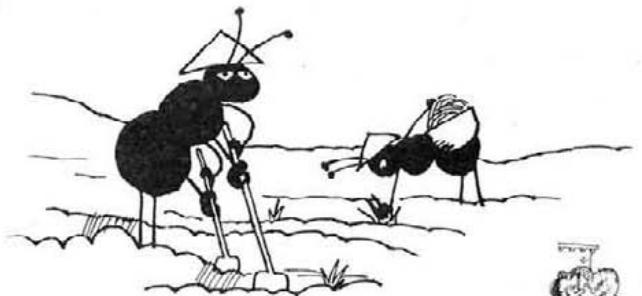
CONTEST-ANT



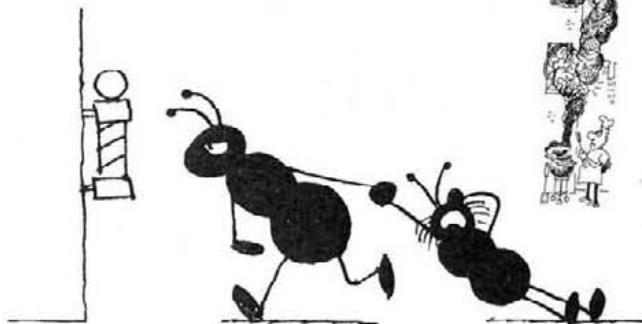
IGNOR-ANT



DETERR-ANT



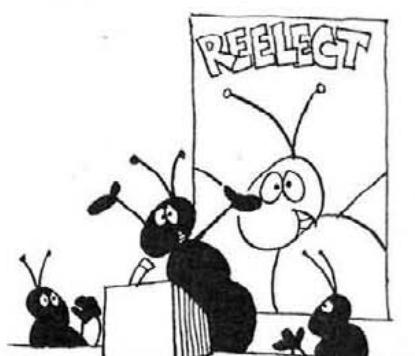
PEAS-ANTS



RELUCT-ANT



INFORM-ANT



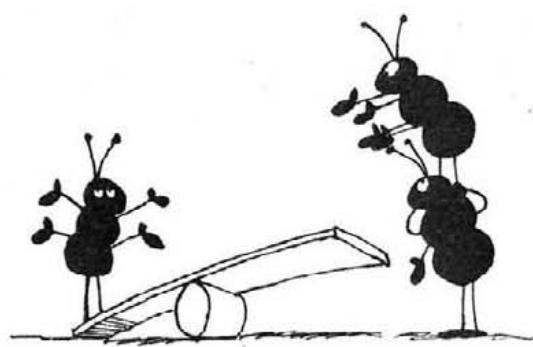
INCUMB-ANT



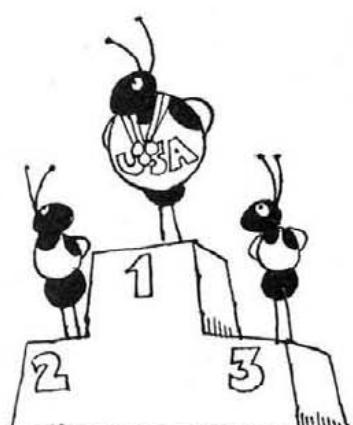
MILIT-ANT



DISSID-ANT

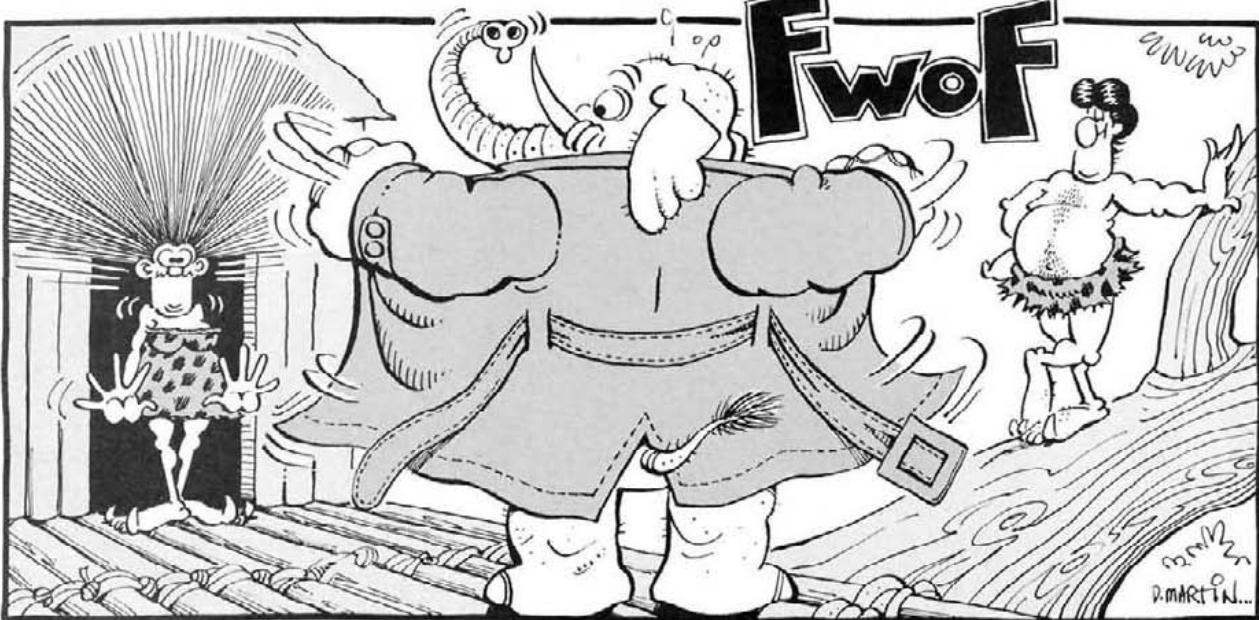
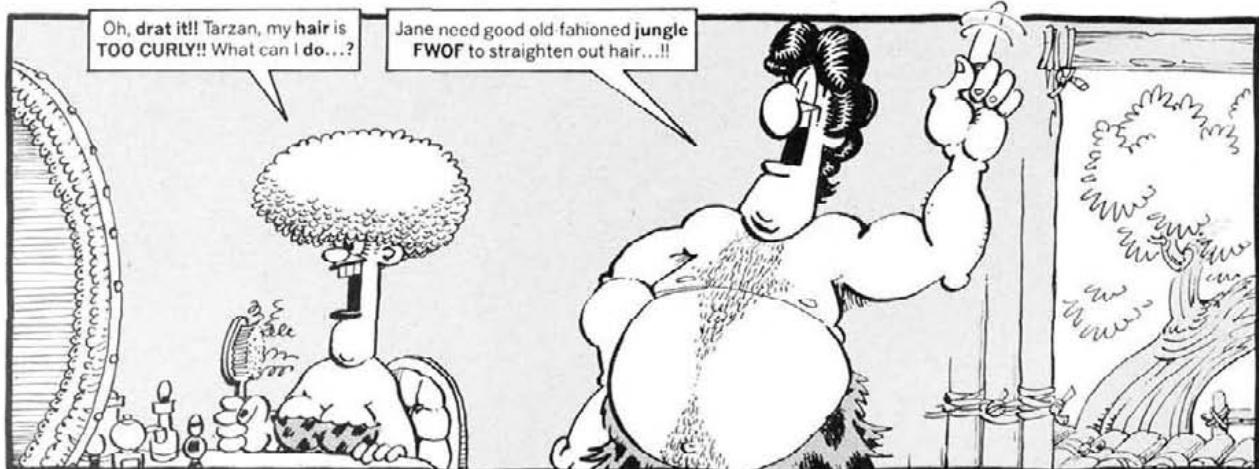


FLIPP-ANT



TRIUMPH-ANT

# ONE RIDICULOUS EVENING IN THE JUNGLE

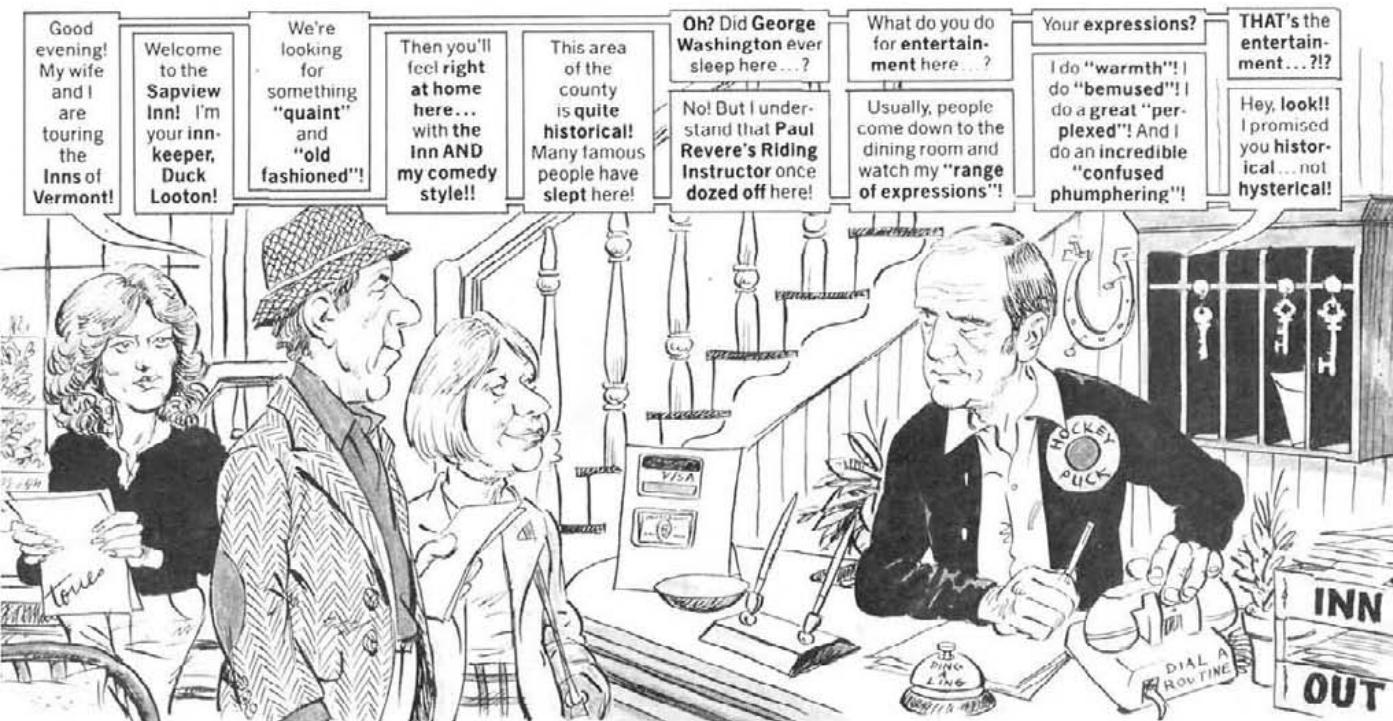


## INN-SIPID TV DEPARTMENT

A few years ago, Bob Newhart played the part of a bumbling husband with a sensible wife and some dopey friends. But you can't stand still in the TV Sitcom business! So Bob made a dramatic career change. Now, he's a bumbling husband with a sensible wife and some *new* dopey friends. In a mind-blowing change of format, one of the mildest, most ineffective psychologists in Chicago has now become one of the mildest, most ineffective innkeepers in Vermont! Yes, it's a new series! But it's a...

# Not-So-New-Hart

ARTIST: ANGELO TORRES WRITER: ARNIE KOGAN



Good evening!  
My wife and I  
are touring  
the Inns of  
Vermont!

Welcome to  
the Sapview  
Inn! I'm  
your inn-  
keeper,  
Duck Looon!

We're  
looking  
for  
something  
"quaint"  
and  
"old  
fashioned"!!

Then you'll  
feel right  
at home  
here...  
with the  
Inn AND  
my comedy  
style!!

This area  
of the  
county  
is quite  
historical!  
Many famous  
people have  
slept here!

Oh? Did George  
Washington ever  
sleep here...?

No! But I under-  
stand that Paul  
Revere's Riding  
Instructor once  
dozed off here!

What do you do  
for entertain-  
ment here...?

Usually, people  
come down to the  
dining room and  
watch my "range  
of expressions"!

Your expressions?  
I do "warmth"! I  
do "bemused"! I  
do a great "per-  
plexed"! And I  
do an incredible  
"confused  
phumphering"!

THAT's the  
entertain-  
ment...?!

Hey, look!!  
I promised  
you histor-  
ical...not  
hysterical!

Well, I'm not sure!  
What are your rates?

Some of our guests  
pay \$40.00 a night!  
Some pay \$50.00...!

What's the difference...?

For \$50.00, you  
get to listen to  
one of my "funny  
phone calls"!!

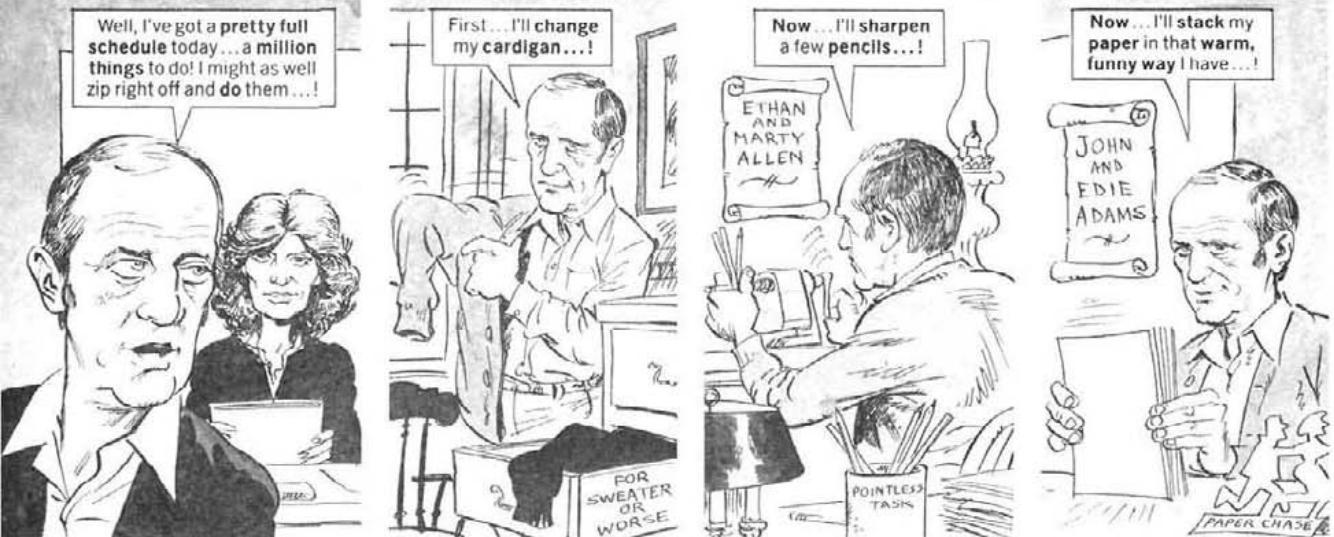
Uh...  
let's  
go,  
Dear!

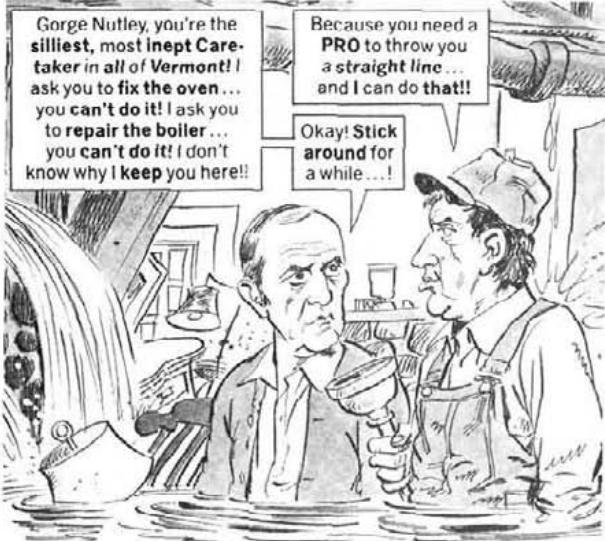
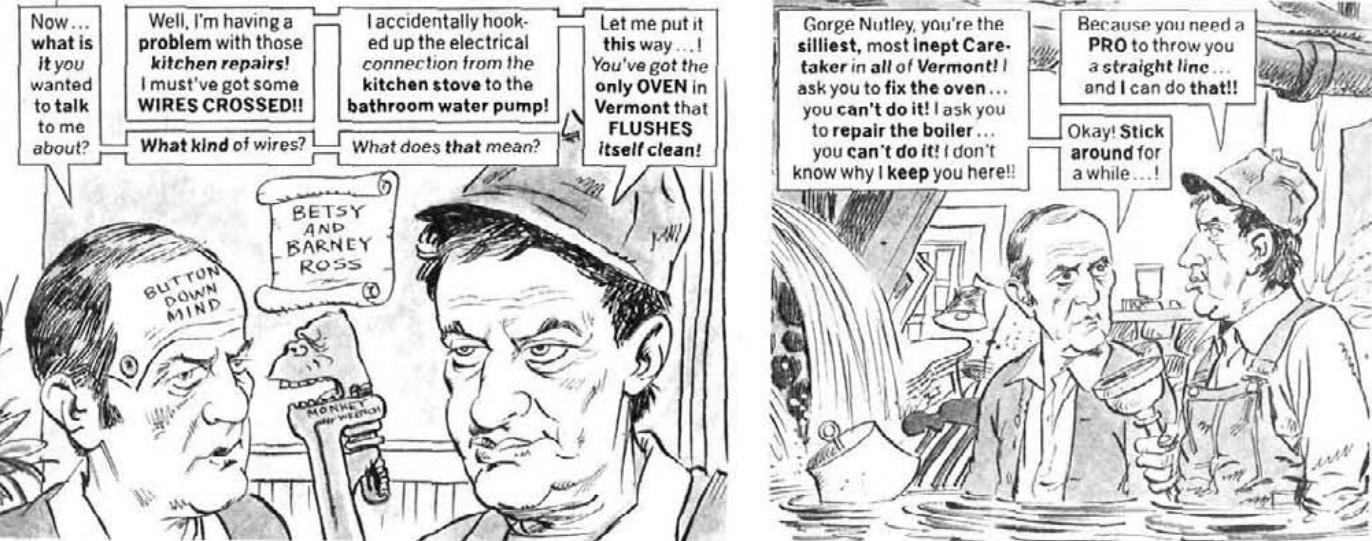
Well...  
you've done  
it again,  
Duck! You've  
managed to  
chase another  
guest away!!

I can't understand it, Joy-  
anna! Our food is good! Our  
rates are reasonable! And  
there isn't one other Inn  
in the area that offers our  
style of Bed and Board...!

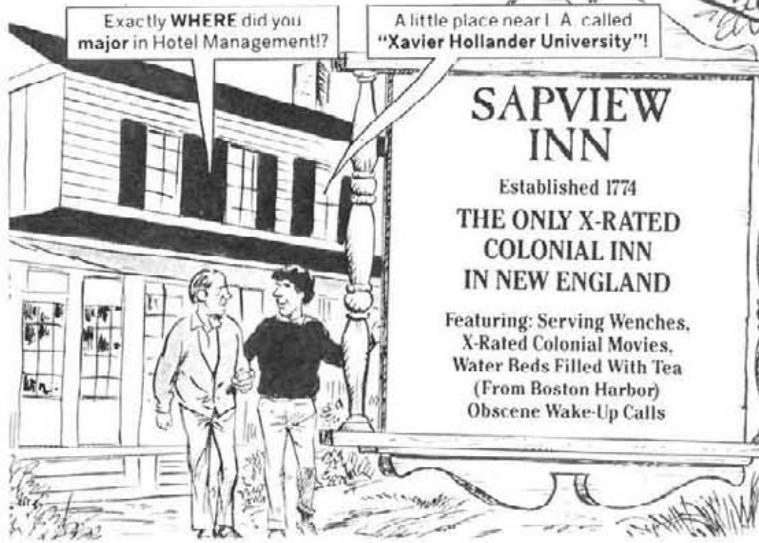
Gee...  
somebody  
misspelled  
"BED  
AND  
BOARD"!

That's not  
misspelled,  
Duck! Have  
you ever  
LISTENED  
to yourself  
drone on???







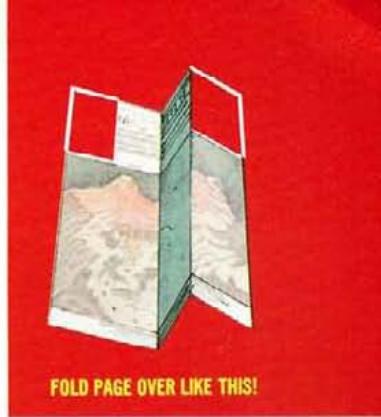




**WHAT  
DREADED  
ERUPTION  
WILL  
DEVASTATE  
MILLIONS  
IN 1984?**

**HERE WE GO WITH ANOTHER RIDICULOUS  
**MAD FOLD-IN****

Every year, countless natural eruptions occur, terrifying helpless people all over the world. But one eruption is dreaded more than any other, and is almost certain to devastate millions in 1984. To find out what it is, fold in the page.



**FOLD PAGE OVER LIKE THIS!**

**A**

**FOLD THIS SECTION OVER LEFT**

**B FOLD BACK SO "A" MEETS "B"**



ARTIST & WRITER:  
AL JAFFEE

**THERE ARE PEOPLE WHOSE MISERABLE LIVES ALWAYS  
TEETER ON THE BRINK OF DISASTER. WHILE SOME MANAGE  
TO ESCAPE HARM, OTHERS SEEM TO BE CONSTANTLY  
ZAPPED BY A CRUEL FATE... AND THEY NEVER MAKE IT!**

**A**

**B**

